1 **Intellectual property and copyright**

I want to tell you about intellectual property and copyright.

**2 WHAT IS INTELLECTUAL PROPERTY?**

According to the World Intellectual Property Organization (WIPO), intellectual property:

“…refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names, and images used in commerce."

It is a blanket term for a variety of assets created by the mind otherwise classified as intangible property. The rights to the intellectual property can be claimed exclusively by the creator or recipient of ownership transfer and covers the expression of an idea rather than the idea itself.

**3 Types of intellectual property**

IP law includes ways to protect the creative expressions of the intellect that carry commercial and moral value. There are several types of intellectual property including:

Trademarks

Patents

Franchises

Trade Secrets

Intellectual property rights are believed to encourage the creative process as well as promote investment by ensuring the investors receive a return on their investment.

**4** **Types of Intellectual Property**

Trademark is a symbol, phrase, or insignia that is recognizable and represents a product that legally separates it from other products.

A trademark is exclusively assigned to a company, meaning the company owns the trademark so that no others may use or copy it. A trademark is often associated with a company's brand.

Patents is a property right for an investor that's typically granted by a government agency.

The patent allows the inventor exclusive rights to the invention, which could be a design, process, an improvement, or physical invention such as a machine. Technology and software companies often have patents for their designs.

Franchises is a license that a company, individual, or party–called the franchisee–purchases allowing them to use a company's–the franchisor–name, trademark, proprietary knowledge, and processes.

The franchisee is typically a small business owner or entrepreneur who operates the store or franchise. The license allows the franchisee to sell a product or provide a service under the company's name.

A trade secret is a company's process or practice that is not public information, which provides an economic benefit or advantage to the company or holder of the trade secret.

Trade secrets must be actively protected by the company and are typically the result of a company's research and development. Examples of trade secrets could be a design, pattern, recipe, formula, or proprietary process.

**5** **WHAT IS A COPYRIGHT?**

Copyright protects your work and stops others from using it without your permission. You get copyright protection automatically - you don’t have to apply or pay a fee.

You automatically get copyright protection when you create:

original literary, dramatic, musical and artistic work, including illustration and photography

original non-literary written work, such as software, web content and databases

sound and music recordings

film and television recordings

broadcasts

Copyright grants the right to display a work via video or radio, present the work publicly, and create or sell copies of the work as well as derivations of the work.

**6 How copyright protects your work**

Copyright prevents people from:

copying your work

distributing copies of it, whether free of charge or for sale

renting or lending copies of your work

performing, showing or playing your work in public

making an adaptation of your work

putting it on the internet

**7 COPYRIGHT AS INTELLECTUAL PROPERTY PROTECTION**

Intellectual property is protected by laws specific to the expression of an idea. Copyright is the law specific to the expression of ideas in visual or audio form. Unlike a trademark that indicates a specific item or design is protected, copyright covers a different expression of thought.

You cannot compare copyright with intellectual property; copyright is a form of intellectual property.

**8 Thank you for listening!**

I have everything. Thank you!